Rep Order# 6830392 Ver# 1 Status New Traffic Order# 6830392 EC'd Yes

**Printed:** 06/27/2012 11:17 AM Last Received: 06/27/2012 11:13 AM

Salesperson (

**Showing Buylines:** All Lines

Station KTNV-TV LAS VEGAS, NV

) .N.R.C.C. IE Advertiser ( N.R.C.C. IE

**Product** Estimate# 2602 Buyer Ben Angle

Phone# Fax#

) NATIONAL MEDIA RESEARCH PLANNNING Rep Firm Agency Sales Office (

& PLACEMENT, 815 SLATER LANE ALEXANDRIA, VA 22314

Agency C/P1/P2/E 155/426/2602

Flight Dates 10/05/2012 - 10/11/2012

**Hiatus Weeks** 

Salesperson Phone#

215-567-6005 Salesperson FAX# 215-567-5938

) PHILADELPHIA

) ANJIE BRADY

1 of 6

## --- CONTRACT COMMENT ---

SC=\*

## --- REMARKS ---

THIS IS A NEW CONTRACT TOTAL 59,300 PLS CONFIRM ASAP THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
Rating	1 3: 1.3	F	 5A-6A	ACTION NWS@5AM	:30	\$225.00	10/05-10/05	2	1	2	\$450.00	
Rating	2 y: 1.3	М	5A-6A	ACTION NWS@5AM	:30	\$225.00	10/08-10/08	2	1	2	\$450.00	
Rating	3 g: 1.3	TU	5A-6A	ACTION NWS@5AM	:30	\$225.00	10/09-10/09	2	1	2	\$450.00	
Rating	4 g: 1.3	W	5A-6A	ACTION NWS@5AM	:30	\$225.00	10/10-10/10	2	1	2	\$450.00	
Rating	5 g: 1.3	TH	5A-6A	ACTION NWS@5AM	:30	\$225.00	10/11-10/11	2	1	2	\$450.00	
Rating	6 g: 1.4	F	6A-7A	ACTION NWS@6AM	:30	\$500.00	10/05-10/05	2	1	2	\$1,000.00	
Rating	7 g: 1.4	М	6A-7A	ACTION NWS@6AM	:30	\$500.00	10/08-10/08	2	1	2	\$1,000.00	
Rating	8 g: 1.4	TU	6A-7A	ACTION NWS@6AM	:30	\$500.00	10/09-10/09	2	1	2	\$1,000.00	

Traffic Order# 6830392 6830392 Ver# 1 Status New

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**Showing Buylines:** All Lines

Station KTNV-TV LAS VEGAS, NV Advertiser ( ) .N.R.C.C. IE Product N.R.C.C. IE Estimate# 2602			Agency ( ) NATIONAL MEDIA RESEARCH PLANNNING & PLACEMENT, 815 SLATER LANE ALEXANDRIA, VA 22314 Agency C/P1/P2/E 155/426/2602				NG Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) ANJIE BRADY					
Buyer Phone# Fax#	Ben Angle			Flight Dates Hiatus Weeks		2012 - 10/11/2012	2	Salesperson Salesperson		215-567-6 215-567-5		
LT Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
9 Rating: 1.	W 4	6A-7A	ACTION NWS@6AM		:30	\$500.00	10/10-10/10	2	1	2	\$1,000.00	
10 Rating: 1.	ТН 4	6A-7A	ACTION NWS@6AM		:30	\$500.00	10/11-10/11	2	1	2	\$1,000.00	
11 Rating: 1.	F 3	7A-9A	GD MRN AMR		:30	\$500.00	10/05-10/05	2	1	2	\$1,000.00	
12 Rating: 1.	M 3	7A-9A	GD MRN AMR		:30	\$500.00	10/08-10/08	2	1	2	\$1,000.00	
13 Rating: 1.	TU 3	7A-9A	GD MRN AMR		:30	\$500.00	10/09-10/09	2	1	2	\$1,000.00	
14 Rating: 1.	W 3	7A-9A	GD MRN AMR		:30	\$500.00	10/10-10/10	2	1	2	\$1,000.00	
15 Rating: 1.	TH	7A-9A	GD MRN AMR		:30	\$500.00	10/11-10/11	2	1	2	\$1,000.00	
16 Rating: 1.	SA	5A-6A	ACTN NWS SA@5A		:30	\$300.00	10/06-10/06	2	1	2	\$600.00	
17 Rating: 2.	SA 0	6A-7A	ACTN NWS SA@6A		:30	\$600.00	10/06-10/06	2	1	2	\$1,200.00	
18 Rating: 2.		7A-8A	GD MRN-SAT		:30	\$750.00	10/06-10/06	2	1	2	\$1,500.00	
19 Rating: 1.		5A-6A	ACTN NWS SU@5A		:30	\$300.00	10/07-10/07	1	1	1	\$300.00	

Rep Order# 6830392 Ver# 1 Status New Traffic Order# 6830392 EC'd Yes

Printed: Last Received:

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**Showing Buylines:** All Lines

Advertiser Product	TNV-TV LAS ( ).N.R. N.R.C.C. IE 2602		ī	Agency ( & PLA & PLA ALEXA Agency C/P1/P2/I	IG Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) ANJIE BRADY							
Buyer Phone# Fax#	Phone#			Flight Dates 10/05/2012 - 10/11/2012 Hiatus Weeks				Salesperson Phone# Salesperson FAX#		215-567-6005 215-567-5938		
LT Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
20 Rating: 1.9	SU	6A-7A	ACTN NWS SU@6A		:30	\$600.00	10/07-10/07	2	1	2	\$1,200.00	
21 Rating: 2.5	SU	7A-8A	GD MRN-SUN		:30	\$750.00	10/07-10/07	2	1	2	\$1,500.00	
22 Rating: 1.5	F	5P-530P	ACTION NWS@5PM		:30	\$600.00	10/05-10/05	1	1	1	\$600.00	
23 Rating: 1.5	М	5P-530P	ACTION NWS@5PM		:30	\$600.00	10/08-10/08	1	1	1	\$600.00	
24 Rating: 1.5	TU	5P-530P	ACTION NWS@5PM		:30	\$600.00	10/09-10/09	1	1	1	\$600.00	
25 Rating: 1.5	W	5P-530P	ACTION NWS@5PM		:30	\$600.00	10/10-10/10	1	1	1	\$600.00	
26 Rating: 1.5	TH	5P-530P	ACTION NWS@5PM		:30	\$600.00	10/11-10/11	1	1	1	\$600.00	
27 Rating: 1.9	F	6P-7P	ACTION NWS@6PM/ACTIO	N NWS@630	:30	\$750.00	10/05-10/05	2	1	2	\$1,500.00	
28 Rating: 1.9	М	6P-7P	ACTION NWS@6PM/ACTIO	N NWS@630	:30	\$750.00	10/08-10/08	2	1	2	\$1,500.00	
29 Rating: 1.9	TU	6P-7P	ACTION NWS@6PM/ACTIO	N NWS@630	:30	\$750.00	10/09-10/09	2	1	2	\$1,500.00	
30 Rating: 1.9	W	6P-7P	ACTION NWS@6PM/ACTIO	N NWS@630	:30	\$750.00	10/10-10/10	2	1	2	\$1,500.00	

Rep Order# 6830392 Ver# 1 Status New Traffic Order# 6830392 EC'd Yes

Printed: Last Received:

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**Showing Buylines:** All Lines

Advertiser Product Estimate#	N.R.C.C. IE 2602		,	& PLAG ALEXA Agency C/P1/P2/F	CEMENT, ANDRIA, E 155	, 815 SLATER LA VA 22314 /426/2602		Sales Office Salesperson	n ( ) ANJIE BRADY			
Buyer Phone# Fax#	Ben Angle			Flight Dates Hiatus Weeks	10/05/2012 - 10/11/2012			Salesperson Phone# Salesperson FAX#		215-567-6005 215-567-5938		
LT Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
31 Rating: 1.	TH	 6P-7P	ACTION NWS@6PM/ACTIO	ON NWS@630	:30	\$750.00	10/11-10/11	2	1	2	\$1,500.00	
32 Rating: 1.	SA 5	6P-630P	ACTION NWS		:30	\$500.00	10/06-10/06	1	1	1	\$500.00	
33 Rating: 1.	F 3	7P-730P	ACCESS HOLLYWD		:30	\$500.00	10/05-10/05	1	1	1	\$500.00	
34 Rating: 1.	M 3	7P-730P	ACCESS HOLLYWD		:30	\$500.00	10/08-10/08	1	1	1	\$500.00	
35 Rating: 1.	TU 3	7P-730P	ACCESS HOLLYWD		:30	\$500.00	10/09-10/09	1	1	1	\$500.00	
36 Rating: 1.	W 3	7P-730P	ACCESS HOLLYWD		:30	\$500.00	10/10-10/10	1	1	1	\$500.00	
37 Rating: 1.	TH 3	7P-730P	ACCESS HOLLYWD		:30	\$500.00	10/11-10/11	1	1	1	\$500.00	
38 Rating: 5.	M 4	10P-11P	CASTLE		:30	\$5,000.00	10/08-10/08	1	1	1	\$5,000.00	
39 Rating: 4.	SA 1	5P-830P	SAT NT FTB		:30	\$4,500.00	10/06-10/06	1	1	1	\$4,500.00	
40 Rating: 6.	SU 4	8P-9P	ONCE-TIME		:30	\$6,500.00	10/07-10/07	1	1	1	\$6,500.00	
41 Rating: 2.	F 7	11P-1135P	ACTION NWS@11P		:30	\$1,500.00	10/05-10/05	1	1	1	\$1,500.00	

EC'd Yes Last Received: 06/27/2012 11:13 AM **Showing Buylines:** All Lines KTNV-TV LAS VEGAS, NV ) NATIONAL MEDIA RESEARCH PLANNNING Rep Firm Station Agency & PLACEMENT, 815 SLATER LANE Sales Office ( Advertiser ( ) .N.R.C.C. IE ) PHILADELPHIA **Product** N.R.C.C. IE ALEXANDRIA, VA 22314 Salesperson ( ) ANJIE BRADY Estimate# 2602 Agency C/P1/P2/E 155/426/2602 Flight Dates 10/05/2012 - 10/11/2012 **Buver** Ben Angle Salesperson Phone# 215-567-6005 Phone# **Hiatus Weeks** Salesperson FAX# 215-567-5938 Fax# LTSpots/Week # of Total Cost Ln Day Time Program Len Rate Dates Total Daypart Weeks Spots \_\_\_\_ \_\_\_\_\_ \_\_\_\_\_\_ ----\_\_\_\_\_ 42 Μ 11P-1135P ACTION NWS@11P :30 \$1,500.00 10/08-10/08 1 1 1 \$1,500.00 Rating: 2.7 1 1 43 TU 11P-1135P ACTION NWS@11P :30 \$1,500.00 10/09-10/09 1 \$1,500.00 Rating: 2.7 1 1 44 W 11P-1135P ACTION NWS@11P :30 \$1,500.00 10/10-10/10 1 \$1,500.00 Rating: 2.7 45 TH 11P-1135P ACTION NWS@11P :30 \$1,500.00 10/11-10/11 1 1 1 \$1,500.00 Rating: 2.7 1 46 F 1135P-ABC-NITELINE :30 \$750.00 10/05-10/05 1 1 \$750.00 1205A Rating: 1.5 47 Μ 1135P-ABC-NITELINE :30 \$750.00 10/08-10/08 1 1 1 \$750.00 1205A Rating: 1.5 TU 1135P-1 1 48 ABC-NITELINE :30 \$750.00 10/09-10/09 1 \$750.00 1205A Rating: 1.5

:30

:30

\$750.00

\$750.00

10/10-10/10

10/11-10/11

1

1

1

1

1

\$750.00

\$750.00

**Printed:** 

06/27/2012 11:17 AM

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6

Traffic Order# 6830392

Rating: 1.5

Rep Order#

6830392

Ver#

Status New

49

50

Rating: 1.5

W

TH

1135P-

1135P-

1205A

1205A

ABC-NITELINE

ABC-NITELINE

**Rep Order**# 6830392 **Ver#** 1 **Status** New **EC'd** Yes

Traffic Order# 6830392

06/27/2012 11:17 AM 06/27/2012 11:13 AM

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**Last Received:** 06/ **Showing Buylines:** All Lines

**Printed:** 

Station KTNV-TV LAS VEGAS, NV

**Advertiser** ( ) .N.R.C.C. IE **Product** N.R.C.C. IE

Estimate# 2602 Buyer Ben Angle

Phone# Ben Angl

Fax#
Report Totals: 75 / \$59,300.00

Agency ( ) NATIONAL MEDIA RESEARCH PLANNNING Rep Firm

& PLACEMENT, 815 SLATER LANE
ALEXANDRIA, VA 22314

Sales Office ( ) PHILADELPHIA
Salesperson ( ) ANJIE BRADY

**Agency C/P1/P2/E** 155/426/2602

 Flight Dates
 10/05/2012 - 10/11/2012
 Salesperson Phone#
 215-567-6005

 Hiatus Weeks
 Salesperson FAX#
 215-567-5938

---SALES MONTHLY TOTALS---

Oct 12: 75 / \$59,300.00 Sales Totals: 75 / \$59,300.00 Station Totals: 75 / \$59,300.00 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$370,625 KBLR 0% KLAS 22% KSNV 36%

KVCW 1% KVMY 3% KVVU 22%

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE